

December 8, 2020 meeting

Meeting started on time 5:30PM

Attendance: Donna Girot, Peggy Allen, Sharon Racusin, Barbara Krinitz, Julia Griffin, Tracy Hutchins, Falguni Mehta, Dan Maxwell Crosby

10-13-20 Minutes approved

Tracy Hutchins joined us as a guest. Tracy is from the UV Business Alliance.

New Office

-Building a large curved green screen. Should be done in January.

-Would like to update the sink area but lack of budget prevents us from doing a renovation. Know anyone with contractor experience that wants to assist pro bono?

-Still using the old phone number because it has better reception.

Covid Scare

Want to close the office to the public. Can't afford to have any of the employees sick. Crew is too thin. To reassess opening over the winter. Borrow equipment, curbside service. Learning, remotely.

Converting Loan to Grant

Working on PPP loan forgiveness application but on hold for a few days to see if Congress passes an auto-forgiveness in this session. Will submit application by mid-Dec at the latest. Bank then has it for 60 days and then SBA has it for 90 so we may hear back by mid-May as to whether this can be revenue and not a loan \$41,500. Want a second round of PPP if available to us. Will keep tuned in.

The loan might just be forgiven. Will this be considered revenue? Forgiven=revenue; Right now the money is a loan

Employees

Will work on finding a new "Scheduler Marketing Assistant" (20 hrs/wk-but really need 30 hrs). Will post this on listserv first. If no good candidates, will post in the newspaper.

Scrimping to make this year's budget shortfall less than anticipated. But still anticipate a shortfall.

There is more that the assistant could do but this is all the budget allows for right now.

Federal Update:

FCC head Ajit Pai has resigned and Senate leadership is trying to get their nominee Nathan Simington through the Senate with a cloture vote which is a vote that has a time restraint which limits debate. ACM members called senators not to act on this in the lame duck session.

State Update:

Yesterday I found out that Vermont drafted a Covid Response Telecommunication Plan and they are having a public hearing this evening. The legislature is pressed to "*reassess the State's critical connectivity needs in light of the COVID-19 public health emergency and to reevaluate broadband deployment objectives going forward.*"

If you have a few minutes tomorrow to review and if you want broadband to improve in our region, you can submit your public comment by Thursday, Dec 10th

Content

Working outreach to gather good local content since videographers can't go out and shoot. OperaNorth & Leb Opera House have promised a lecture and performances to us. RevelsNorth has over advertised their performance which we had an arrangement was on CATV.

2020 Budget

Assumed PPE was going to be a grant

Dec Donations

Received \$2,300 in donations this month.

Company Worth

Working on purging equipment and leasehold improvements from depreciation list. It is a real mess because the descriptions are so vague. I improved that when I took over but I want our worth to be accurate.

When we think about FUNDRAISING, the school & select boards should not be forgotten

Franchise Fees - Hartford: Petition signatures waived this year for allocation

Lebanon School District meetings still under contract and the meetings broadcast on YouTube. CATV is going above and beyond. Graduation is also being recorded but not included.

Q: Peg asked - Is there a need for small production companies for non-profits in the Upper Valley? Tracy says yes and it is expensive. It would be great to have another non-profit to do it. This will be a plan for Sept.

Donations do not include sponsorship.

Sponsorship should generate revenue. What is the line that separates free commercial and paid content.

2021 Budget

Payroll must increase to hire more help to free up Donna to concentrate on fundraising.

DONATIONS GOAL: \$55K

A good part of this will be Donna's (Market Value) Commercial Sponsorship idea.

Promote Newsletter - listserv; raise awareness

Fundraising Calls or Zooms - Peg made a list of her friends to promote and practice the pitch.

- Set a personal goal for the end of January 2021 (\$5000)
- Who are your friends & networks? This is one of my passions. Practice with them.
- How aware are they of what CATV does? Our reach is 38k people. What would they like to see?
- We lost an important revenue stream from Leb and this is the first time we have needed to ask for donations.
- What we did to lower costs (moved, resilience)?
- Make the Ask \$ - (501c3 make check to CATV or donate on the website cc or paypal (large donation free cap embroidered)
- Would you like to subscribe to the [newsletter](#) <<-- link to form
- Ask for contacts from these friends.
- Keep notes about why people will give or not give.

[Cheat sheet](#) from Peg

Coming up:

Survey - January

Community Media Day - April

Fundraising PSAs on air

Meeting ended 7:10PM

Respectfully submitted,
Sharon Racusin